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**FOR IMMEDIATE RELEASE**

## **The List Develops Enhanced New Business Prospecting Database** *New Version of the List Online Offers Exclusive Features, More Content*

**Sept. 28, 2006, ATLANTA, GA ...**The List, an Atlanta-based provider of business development services and prospecting intelligence, announces the newest version of its Internet-based database product, The List Online. Originally launched in 2002, The List Online contains the most accurate, in-depth corporate profiles and marketing contact information available.

The new version of The List Online incorporates additional features and functions that make it easier for new business professionals to search and find corporate marketing contacts and opportunities. The enhanced database allows subscribers to identify and follow their top targets, save custom searches and build tailored contact lists based on company, location, industry, brand, spending and other criteria. In addition, it contains enhanced information and new research on key decision-makers. Subscribers can also opt for a plan that includes The List's new service, DailyVista, which provides daily business leads and opportunities culled from the latest headlines, in-depth research and follow-up interviews.

"We're offering more of what our clients have been asking for," said Todd Knutson, CEO, The List, "The latest version of The List Online provides our subscribers with all the tools they need to find the right prospects and win new clients."

Verified by phone every 120 days, The List Online provides access to more than 80,000 contacts, detailed brand-agency relationships, and media spend for the most sought after companies in North America.

### **About The List**

Founded in 1994, The List helps connect new business professionals with marketing and advertising decision-makers. The List maintains the largest and most reliable database of prospecting intelligence on the most sought-after companies in North America. Clients include creative agencies and business-to-business firms looking for comprehensive insight and insider information to land ideal clients. The searchable database includes direct dials, e-mails, reporting structure and personal information. Contacts are verified by phone every 120 days and research is gathered, analyzed and presented from a marketing and new business perspective. Other divisions of the company include First Visits, a service that secures qualified meetings for creative agencies and DailyVista, a daily e-mail spotlighting new business leads taken from business news and follow-up interviews with top executives. For more information visit [www.thelistinc.com](http://www.thelistinc.com).